

CALGARY'S FAMOUS ZOO

CALGARY -:- ALBERTA -:- CANADA



Official Guide Book
4th Edition



There's a wonderful welcome awaiting you during Stampede week in Calgary. The whole town goes "western" with all talk centered around the wonderful array of events that are going on from early morn to late at night. For the holiday of a lifetime visit Calgary during "Stampede week" — it starts the first Monday after the fourth of July each year.



All inquiries will be answered by writing to:
CALGARY EXHIBITION & STAMPEDE
 LTD. Alberta
 Calgary

Calgary's Famous Zoo

OFFICIAL
GUIDE BOOK

4th Edition

CALGARY

ALBERTA

CANADA

Calgary Zoological Society

Executive Officers

PRESIDENT

A. M. VAN OSTRAND

VICE-PRESIDENT

J. E. JEFFERIES

SECRETARY

BUD BROWN

PATRONS

D. E. BLACK N. J. CHRISTIE J. B. CROSS
E. L. HARVIE HON. A. J. HOOKE

DIRECTORS

WILLIAM ADAMS	K. M. LEACH
D. C. ANDERSON	H. G. LOVE
DR. J. G. ANDERSON	N. D. McDERMID
J. ANDERSON	J. S. McGHEE
DR. B. W. BANKS	A. W. McKECHNIE
G. M. BELL	DR. LOLA McLATCHIE
G. BLAKE	HUGH McNEILL
ROY BREWER	H. B. MacDONALD, M.L.A.
V. W. BROWN	M. G. MacKenzie
WALTER BRUCE	F. C. MANNING
E. I. CARTER	P. D. MELLON
E. COFFIN	F. E. MITCHELL
W. V. COPE	M. MILLARD
RALPH COLPITTS	HOWARD MORTON
S. S. COLPITTS	WELLS H. MORTON
A. W. CRAWFORD-FROST	O. S. ODLAND
A. R. CROSS	C. A. OLSEN
C. C. CROSS	J. F. PLEWMAN
G. J. CUMMINGS	M. M. PORTER
H. V. CUNDAL	DR. R. G. RILEY
THOS. DANCER	C. W. ROSS
R. M. DEYELL	W. L. ROSS
N. W. DOUGLAS	DR. W. ROWAN
C. V. DUNNE	RAY SALT
E. K. ELTON	J. O. G. SANDERSON
W. C. FISHER	J. A. SCARR
DR. J. FOWLER	COL. J. F. SCOTT
ROY FOWLER	WM. SIGALET
B. V. FRENCH	A. R. SMITH
W. F. GARDNER	J. D. SOUTHAM
J. F. GREGG	G. M. SPARGO
M. E. HARTNETT	M. SPRING
D. S. HARVIE	F. STAPELLS
J. R. HENDERSON	C. STOLLERY
W. S. HERRON	F. C. TEMPEST
D. V. HICKS	DR. W. R. UPTON
G. R. HURST	A. M. VAN OSTRAND
O. J. HURST	G. T. VALENTINE
G. F. INGRAHAM	L. L. WENER
GORDON JACKSON	MRS. R. WILKINSON, M.L.A.
R. A. JAMES	J. WILLIAMS
J. E. JEFFERIES	N. R. WILLIAMS
R. JENKINS	LARS WILLUMSEN
DR. G. R. JOHNSON	MRS. L. WILLUMSEN
J. D. KEAN	C. F. WOODWARD
W. F. KENNEDY	J. WORDIE
I. H. KERR	H. P. WRIGHT

CURATOR

TOM BAINES

Welcome

To Beautiful

ST. GEORGE'S ISLAND

**ZOOLOGICAL GARDENS AND
NATURAL HISTORY PARK**

The Calgary Zoological Gardens are operated by the Calgary Zoological Society in conjunction with the Parks Department of the City of Calgary.

The Society is a non-profit organization registered under the Friendly Societies Act of the Province of Alberta. New members are always welcome and the following types of memberships are available: Life \$100, Family \$2.00, Annual Individual \$1.00, Junior 25c.

We hope you will enjoy your tour of this park and take with you such pleasant memories that you will wish to return for another visit.

ALL PHOTOS COURTESY OF:

**Harry Befus, Calgary Herald, Jack De Lorme, Calgary Albertan,
Chuck Ross, Alberta Government, Mathews Studio, Rossetis
Studio and National Museum.**

A BRIEF HISTORY OF CALGARY'S POPULAR ZOO



The first specimen, a Black Tail Coast deer donated by Johnny Jones Shows, was brought to the Park in 1922. The Zoo proper only dates back to 1929 when the Calgary Zoological Society was formed. The Society was formed under the presidency of the late Dr. O. H. Patrick who will always be remembered as the originator of our world famous Dinosaur Park.

Like most new institutions, we had our "Growing Pains." Little if any data existed relative to keeping tropical species such as African lions, ornamental pheasants etc., under our climatic conditions, without artificial heat.

Despite the depression of the thirties and six years of war, steady progress has been maintained, until now we feel the Gardens are an established part of our community and recognized as a real civic asset.

The Gardens are operated jointly by the Zoological Society and the City Parks Department. It is this friendly co-operation, together with the hearty backing of our citizens, that has brought the zoo to its present position.

Excellent relations exist with numerous zoos, both large and small. Notes on our early growth would not be complete without mention of several Gardens such as San Diego and Toronto, who from the first, had sufficient faith in our venture to supply fine exhibits when we had nothing to give in return.

General Zoo Information

1. Open every day in the year, 8 a.m. to dusk.
2. Safety—the crossing of barriers in front of cages is absolutely forbidden.
3. Suggestions and offer of specimens etc. are welcomed and should, if possible, be made in writing.
4. Feeding of animals is forbidden where signs are posted.
5. Dogs—The Park is a Dominion-Provincial Bird Sanctuary and Dogs are not permitted.
6. Conducted parties—advance notice is requested.
7. First Aid Station adjacent to rest rooms and operated by St. John's Ambulance.
8. Refuse containers are provided and we ask your support in keeping the Park tidy.
9. Rest rooms located on East side main parking area.
10. Public telephone at Refreshment Concession.
11. Lost and found property, apply at Zoo Office.
12. Band Concerts and Picnics arranged by City Parks Department.
13. Address—Calgary Zoo, St. George's Island, Calgary, Alberta.



Carmichael in a playful mood.

Bears are the clowns of the animal kingdom. Unfortunately to this clownish disposition is added a mean streak. If forced to fight they prove a dangerous enemy. Included in our collection of bears are Carmichael and Mary the beautiful Polar Bears from the far North. In the wild state polar bears live on seals, walrus and fish. Only the female hibernates during which period the young which weigh only a pound at birth are born. When full grown a large bear will weigh a thousand pounds. Other bears in our Gardens include a trio of Grizzly Bears; a pair of North American Black Bears, and a group of Malayan Sun Bears. These—"Cal" and "Gary" are among the most popular exhibits in the Zoo. They are four feet in length and their black fur is fine and shorter than that of other bears. The lips and tongues of these animals are long and flexible and are found very serviceable in licking out the contents of wild bees nests.



VALUE OF ZOOLOGICAL SPECIMENS

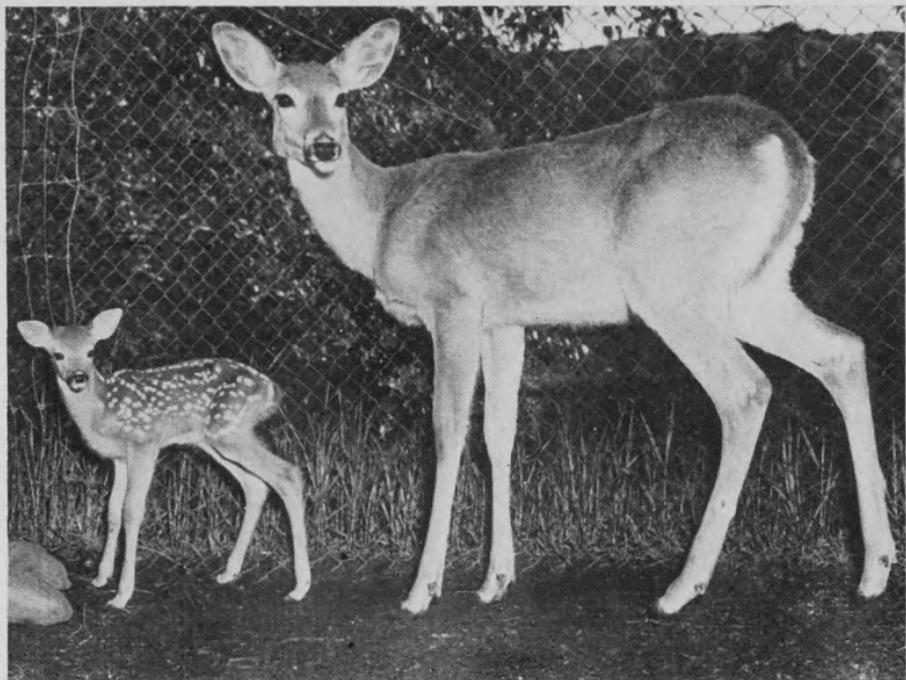
The lion is called "the king of beasts." They breed freely in captivity and are far tamer and easier to handle than leopards and puma.

The pleasures derived by the public from the antics and cuteness of baby animals, places a special value on them.

The four main factors that establish the value of any specimen are: the comparative easiness with which it can be obtained in the wild, the life span in captivity, the extent to which it reproduces in captivity and shipping charges.

Frequently, only a single factor is involved in valuation. An example is the comparative prices of lions and leopards, which when caught wild, have approximately the same value. Both are noted for longevity in captivity, yet the leopard is worth much more than the lion. The reason being that most zoos raise one or more litters of lion cubs, annually.

Shipping charges are also a problem, interwoven with the actual cost.



Virginia deer and fawn survey this brave new world.

Other of the deer family in the Gardens are: White, Spotted and Brown, phases of the European fallow deer whose horns are palmated as are the moose. Sika deer from Japan and three species of deer native to Canada, the Virginia or White Tail of the East, the Mule Deer of the Eastern Rocky Mountain area, and the Coast or Black Tail of Western British Columbia.

The moose is the largest member of the deer family. His broad, flattened antlers are often six feet from tip to tip, and drop off annually. He is a creature of swamps and forests and his food consists of aquatic plants, leaves and twigs, with a minimum of grass.

The wapiti, or elk, is found in more open country. He also sheds his antlers yearly, but does not have the love of swamp land as does the moose.

The cattle family is represented in our collection by the Audad, or Barbary sheep from North Africa, also the Mouflon from Sardinia. The latter are recognized as the ancestors of all domestic sheep. They are similar in appearance to our Rocky Mountain sheep and like all members of the cattle family do not shed horns annually.

The one exception to this rule, is our Canadian Prong Horn Antelope which shed the outer core of their horns annually and both male and female have horns.

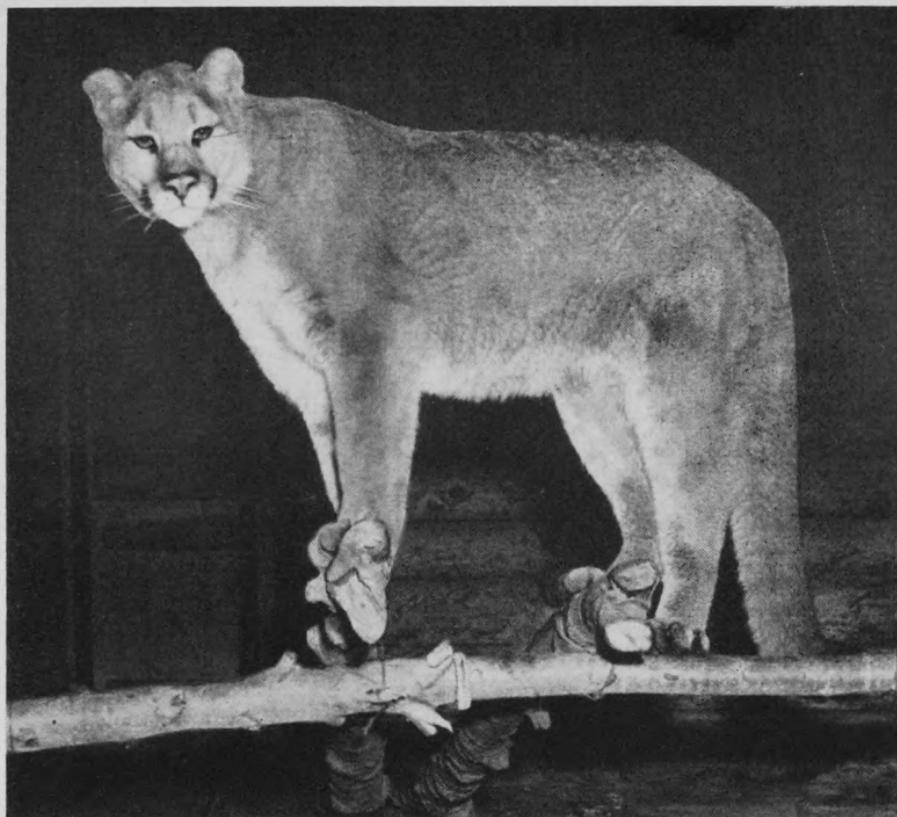


Rocky and family out for a stroll.

“Rocky,” our Rocky Mountain or big horn sheep was secured for the zoo from Banff National Park through the good offices of the Park Superintendent, Mr. B. I. M. Strong. Few Zoological Gardens are fortunate enough to have a pair of these grand animals, and the Society certainly appreciates the opportunity to exhibit them. They are a truly Western animal and as our Garden specializes in native exhibits it is the more appropriate that we have them on display. Despite the fact he was shedding his winter coat when this picture was taken we feel he is entitled to show off his wife and son.

OUR COVER

Our Sumatran Tigers came from the Rotterdam Zoo. Although smaller than their Siberian and Bengal cousins, they are indeed a colourful pair and have greatly added to the attractiveness of our Large Cat House.

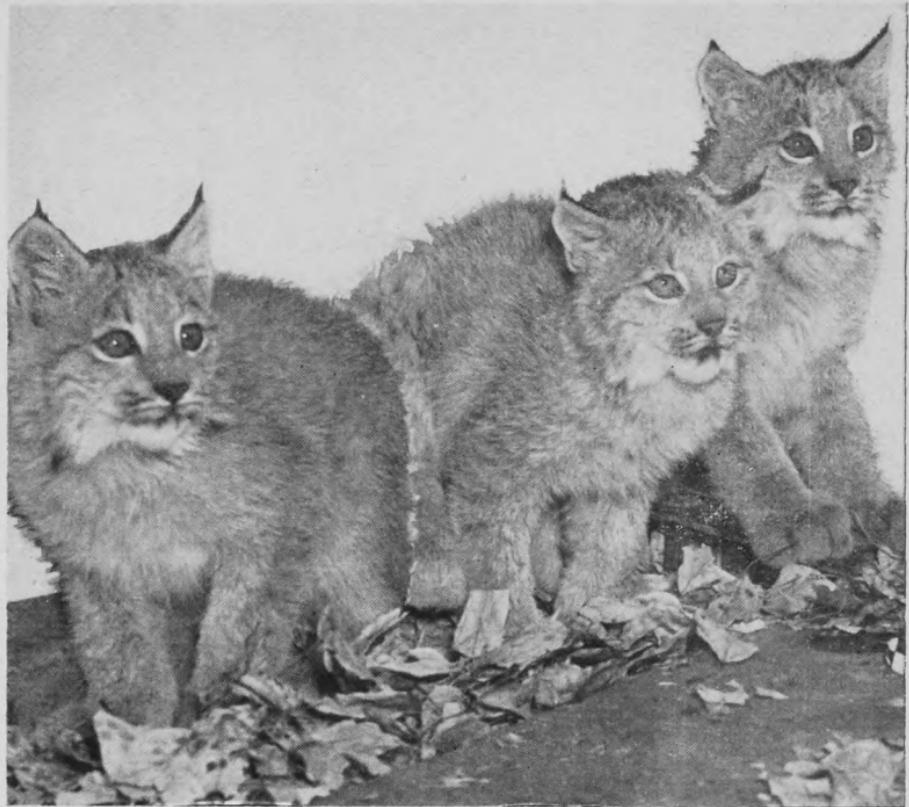


The puma is always quietly vigilant and never off guard.

Puma or as they are sometimes called "cougars" or "mountain lion," are our largest native cats. They do tremendous damage to game animals. Game Wardens and trappers who are in a good position to judge estimate that these animals kill a deer on an average of every fifth day throughout the year. The habit appears to be to make a kill, and after devouring much of the carcass they will rest up and in a few days time move on and repeat this performance.

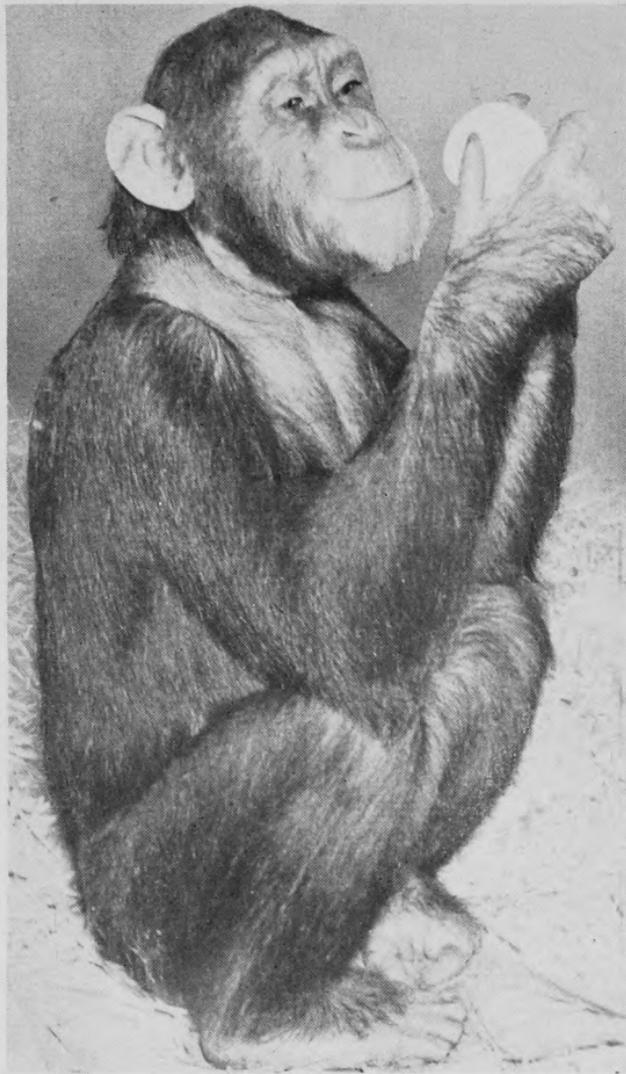
From this it is obvious that they are a tremendous detriment to the wild life in their area. Pumas appear to be born at almost any season of the year and number two to five at a birth.

Each year a number of puma are raised in our Zoological Gardens and have been shipped to many parks in both North America and Europe.



Trio of Lynx kittens

Although lacking in the bright color of the Ocelots and other cats, the true northern Lynx from the Yukon is a striking animal. Pepper and salt in color and sparsely built on a large frame it is ideally suited to its northern habitat. Large feet enable it to travel over deep snow, powerful legs assist it to leap on its prey. At times a pair (Lynx appear to work in pairs) will come as far south as the Foothills west of Calgary, but normally their range is in the far north where they live on rabbits, ptarmigan, and an occasional young lamb. On display also are the Northern Bobcat from Central British Columbia, the Black Hills Bobcat from South Dakota, and the shorter coated Californian Bobcat.



Molly wonders whether to eat the orange or juggle it.

The Chimpanzee is a blackish-brown anthropoid, or man like ape of Africa.

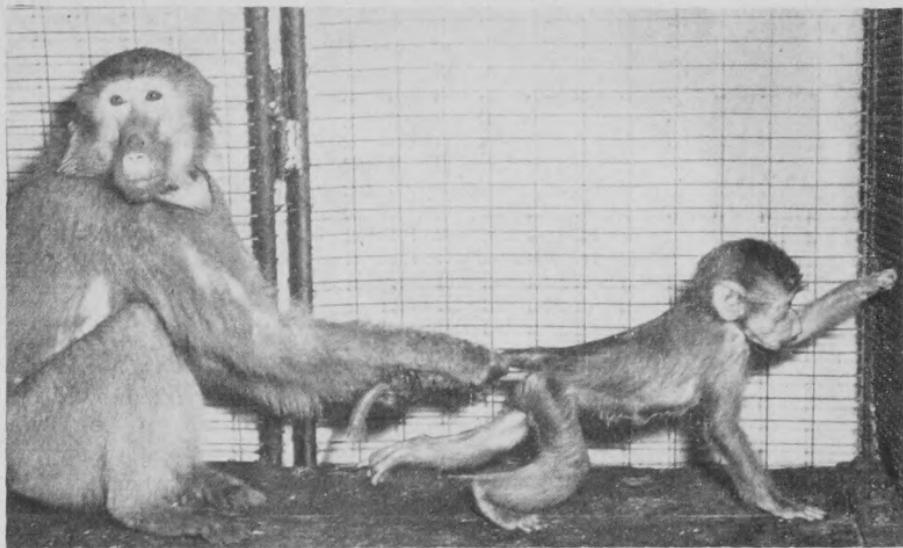
They are considered the most intelligent of the ape family and are a star attraction in a zoo.

We also have Gibbons which are one of our star attractions.

Our collection of Old World monkeys is quite varied. Prominent are the Mandrill and Drill from West Africa, Hamadryas, Guinea and Anubis baboons from East and Central Africa. These species live mainly on the ground and eat insects, grubs, fruit and vegetation.

Others in this African group are the de Brazza, Diana and Green monkeys.

New world monkeys are represented by such types as the Spider and Capuchin. With their prehensile tails, they are amusing and interesting as they "play to the gallery."



OUR ZOO BABIES

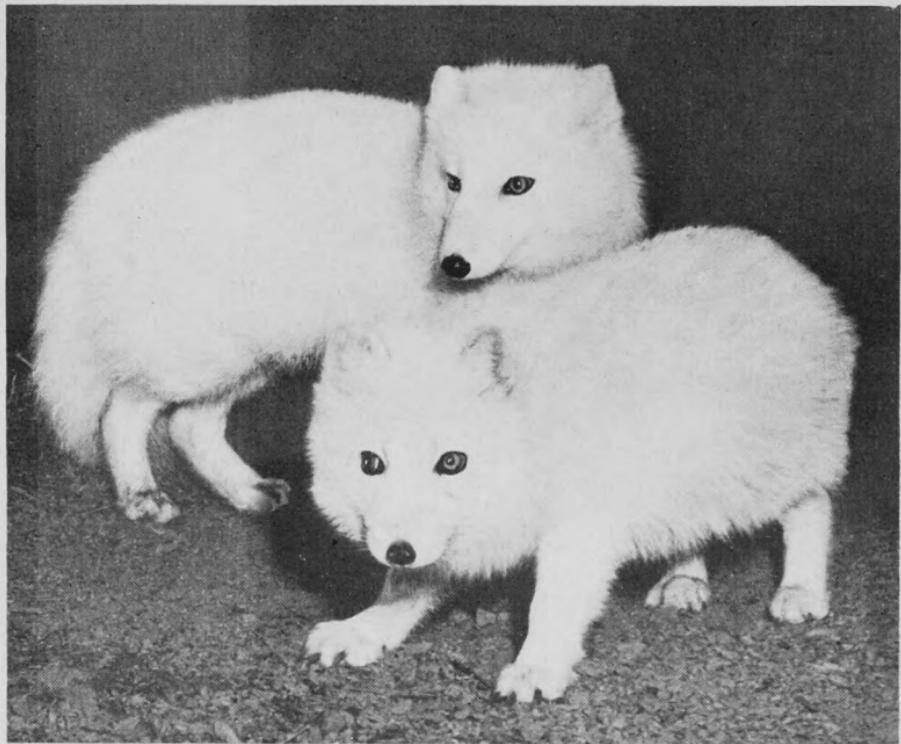
Each Summer our zoo population increases. Many babies are either born or hatched at the Garden. A number are sent in by the Dominion and Provincial Governments, others by private individuals.

A number arrive unexpectedly, others can be forecast quite accurately. News of a forest fire for instance heralds the arrival of bear cubs and deer fawn.

May and June will find the young of the following species playing around the enclosures: mouflon, audad, fallow, sika, mule, virginia, and black tailed deer. Moose, lions, puma, bears, fox, raccoon, wolves, coyotes, peccaries, cavies, etc., etc.

Young birds will include, pelicans, cormorants, partridge, pheasants, peafowl, doves and various species of waterfowl.

What happens to these babies? Some are retained as replacements for specimens lost through old age and accidents. The majority are sent to other zoos. In recent years, shipments were made to Paignton and Chessington, England, Copenhagen, Denmark, Catskill, Portland, San Diego, San Antonio, Little Rock, Albuquerque, Seattle, Hill City, Cleveland, Toledo, Columbus, Chicago, Salt Lake City, Minot and many other cities throughout the United States and Canada.

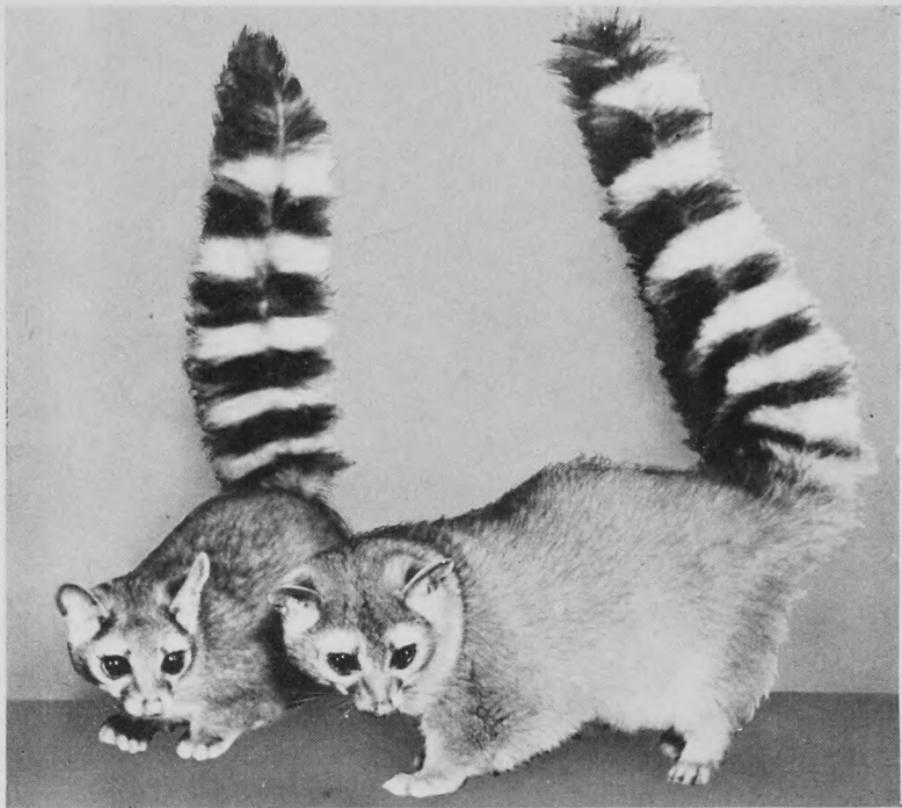


Arctic Foxes wearing the latest in winter fashions.

A wide variety of foxes are also in our collection. We have the Arctic and Blue Fox of the far North; the Red Fox with its various colour phases of black, silver and platinum. Also the small gray fox of the Eastern and Southern United States.

Wolves are the largest members of the dog family, and are found throughout the Northern Hemisphere. They vary in colour ranging from black to white, and also vary as to size. They will eat any kind of meat.

Others of this family to be seen in our collection are: the Northern Coyote, or prairie wolf and the Dingo, or Australian wild dog.



Cacomistles appear as proud as peacocks.

The Cacomistle or Ring-tailed Cat is found in South West United States and is undoubtedly one of the most striking and beautiful of our mammals. Living on other small mammals and birds, it is probably too active to have many enemies other than Great Horned Owls.

Other small mammals include the Raccoon which is in many ways intermediate between bears and dogs. They are confined entirely to the new world, as easily tamed, and make entertaining pets. Owing to their habit of washing their food they are frequently called "Wash Bears." Another favorite is a Kinkajou or Honey Bear with its amazingly long tongue. Also to be seen are the agile Coati, also from Central America whose long nose is continually probing everything it comes into contact with.

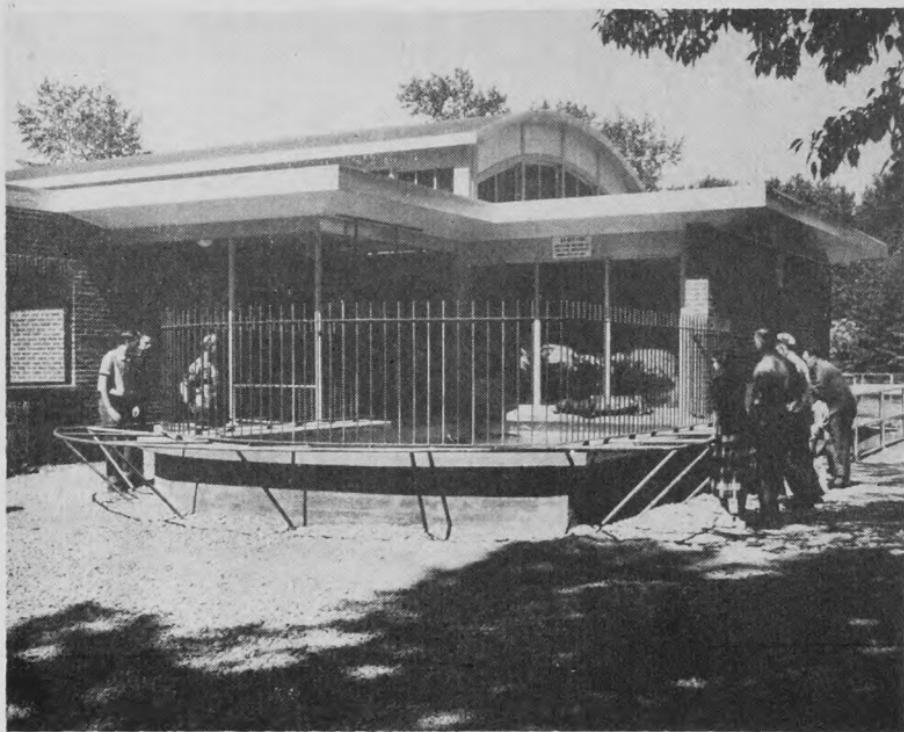


Wombat—picture of contentment.

SOME ZOO MENUS

Chimpanzees and Monkeys:	porridge, bread, fruit and vegetables.
Sealions:	herring, smelt, salmon.
Wolves, Foxes, and Coyotes:	Horsemeat— 1 to 7 pounds daily.
Leopards and Lions:	Horsemeat— 6 to 10 pounds daily.
Kinkajou:	Apples, bananas, bread and meat.
Genets:	Fruit, meat, and bread.
Moose, Elk, and Deer:	Leaves, hay, bread, oats and fruit.
Eagles, Hawks, and Owls:	Meat.
Parrots:	Sunflower seeds, bread and fruit.
Pheasants:	Grain, meal, and greenstuff.
Small Birds:	Seeds and greenstuff.

In addition, all specimens receive cod liver oil, vitamin extracts and so forth. Over feeding is dangerous; however, when the temperature is sub zero we let them "go the limit."



Corner of Small Mammal House under construction.

Our collection of North American Mustelidae or Weasels is complete including as it does Otter, Wolverine, Fisher, and Marten, Mink, Badger, Skunk, and Weasel. Wolverine and Fisher are seldom seen in Zoological Gardens. Our Wolverine were received from the Yukon, and the Fisher were raised in captivity. Wolverine although only about 30 inches long are amazingly strong. This strength is matched by cunning, and they are the terror and despair of the trapper, their food consists of rabbits, marten, birds, and at times even large game animals. A popular belief that Wolverine (or gluttons as they are often called) deliberately place moss under trees to encourage Caribou to come where they can be pounced upon has never been proven. Fisher are also powerful animals and amazingly quick as is well stated in the saying, "A Marten can catch a squirrel, but a Fisher can catch both!"

A BRIEF SURVEY OF

A very brief survey of the Animal Kingdom, will we believe, add to the knowledge and pleasure of our visitors. It is hardly necessary to state that these few notes relate in the main to our own specimens, and do no more than touch lightly and incompletely, on Zoology.

As our collection does not include insects, we will deal only with the vertebrate group of the Animal Kingdom, which are alike in having a backbone, two pair of limbs, and red blood.

Species in the animal—as distinct from vegetable and mineral kingdom, are classified according to their degree of resemblance. Further classifications then sub-divide the species into small groups with considerable degrees of resemblance.

Lions, canaries, turtles, frogs, and herrings are all animal, but when sub-divided, belong to the mammal, bird, reptile, amphibia and fish classes.

Mammals are alike because of the fact that they are warm blooded vertebrates with hair or fur, and suckle their young. The three main classes are:

Placental Mammals: in which the young are born in a fairly advanced stage, such as, monkey, lion, sheep, bat and sealion.

Marsupial Mammals: the young are born very slightly developed and are carried in the mother's pouch. Kangaroo and opossum are examples.

Monotrene Mammals: the females lay eggs. Example—platypus.

Birds are warm blooded with feathers, and lay eggs and are divided into two sub-classes.

Carinate Birds: marked by wings capable of flight with a keel to their breast bone. This includes all types of birds, from humming birds to swans.

Ratite Birds: incapable of flight without keel to breast bone, such as ostrich, emu, and kiwi.

The majority of our bird specimens fall into one or the other of the following groups:

Gallinae—pheasants, peafowl etc.; **Columbae**—pigeons, doves etc.; **Psitaci**—parrots, macaws etc.; **Anseres**—ducks, geese; **Raptore**s—eagles, hawks, owls; **Ratitae**

THE ANIMAL KINGDOM

—ostrich, emu, etc.; **Passeres**—canaries, grosbeaks, etc.; **Steganopodes**—pelican, cormorant; **Herodiones**—herons, egrets.

1. *Primates*:
 - a. Lemur: primitive, a certain resemblance to insectivores.
 - b. Platyrrhine monkeys, New World, spider, capuchin, etc.: Often with prehensile tail, no cheek pouches, broad division between nostrils.
 - c. Catarrhine monkeys, baboons, macaques, etc: Cheek pouches, narrow division between nostrils, no prehensile tail.
 - d. Anthropoid apes, gibbon, chimpanzee, etc.: No cheek pouches or tail, large brain.
2. *Insectivores*: Shrew, hedgehogs, etc. Insectivorous diet, claws.
3. *Bats*: Flying mammals with wings.
4. *Carnivora*:
 - a. Cats, lions, tigers, etc.: Short nose, retractile claw.
 - b. Civets, genets, mongoose, etc.: Long nose, partially retractile claw.
 - c. Hyenas have similarities to both cats and dogs.
 - d. Dogs, wolves, foxes, etc.: Non retractile claws.
 - e. Weasels, skunks, mink, etc.: Long body, short legs.
 - f. Raccoon, kinkajou, coati mundi: New World mammals, a link between dogs and bears.
 - g. Bear: short tail, largely carnivorous.
5. a. Sealions, walrus: external ear, claws and fur.
b. Whales: no fur, external ears.
6. *Rodents*: Squirrels, beaver, rabbits, etc.: teeth adaptable for gnawing.
7. Elephants: upper lip in form of trunk, huge grinding teeth.
8. *Even Toed Ungulates*: Cattle, giraffe, deer: chew cud, grinding teeth.
9. *Ungulates*: Rhino, tapier, etc. Odd toes.
10. *Piglike Ungulates*: Pigs, hippos: rooting snouts, tusks.
11. *Manatees*: Sea cows: vegetarian, aquatic mammals.



While our Veterinarian prepares to vaccinate baby puma, Keepers Sluth and Todesco restrain the patient.

A word from our Honorary Veterinarian

The major problem presented wherever animals from the wilds are kept under domestic conditions is to endeavour to rear and maintain them under conditions as nearly like their native environments as is possible.

The fact that these animals originate in geographical areas from the frigid arctic to the torrid tropics demands a constant vigilance in an endeavour to prevent and control any possible outbreak of disease. Nutritional deficiencies and parasitic infestations are two conditions which play an important role in the health of these animals and demand constant control measures.

The lack of resistance of these animals to disease common to domestic stock demands special immunizing procedures in an endeavour to control such outbreaks. Strict sanitary practices together with particular attention to nutrition and prophylactic control of disease have done much to minimize any serious outbreak in our animal and bird population at the Calgary Zoological Gardens.

J. GORDON ANDERSON, D.V.M.



Playful Sea Lions

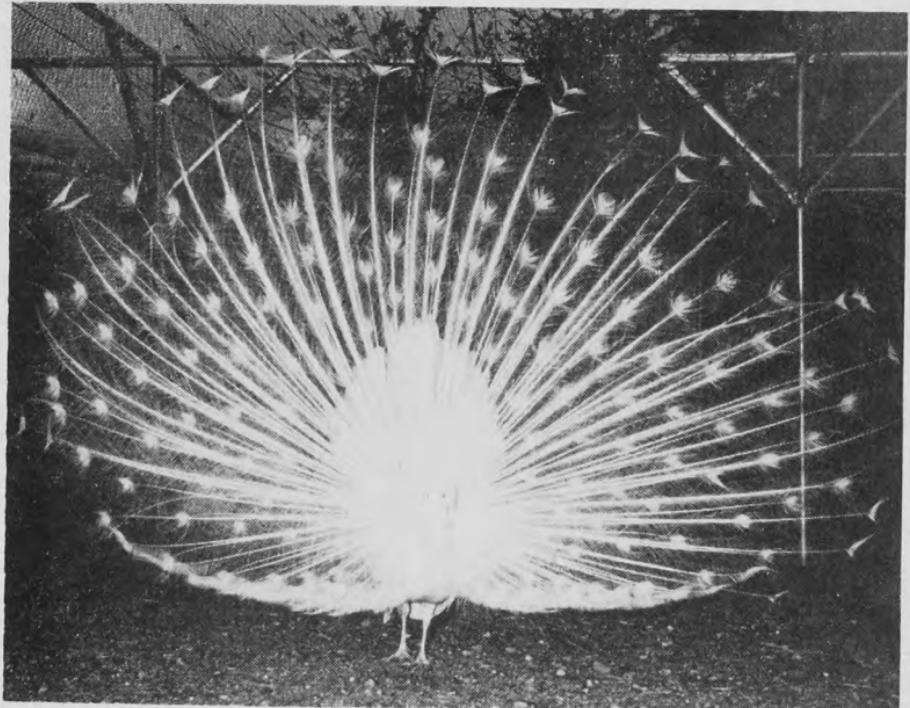
Sea Lions often called seals have a dog-like muzzle and small ears. Our pair came from the Pacific Coast of California via the San Diego Zoo. They consume some ten pounds of herring daily. Intelligence tests have shown sea lions to be not only among the cleverest of mammals, but also the quickest to learn. They are of course true mammals but with bodies well adapted to their marine habitat.

. . . and Otters

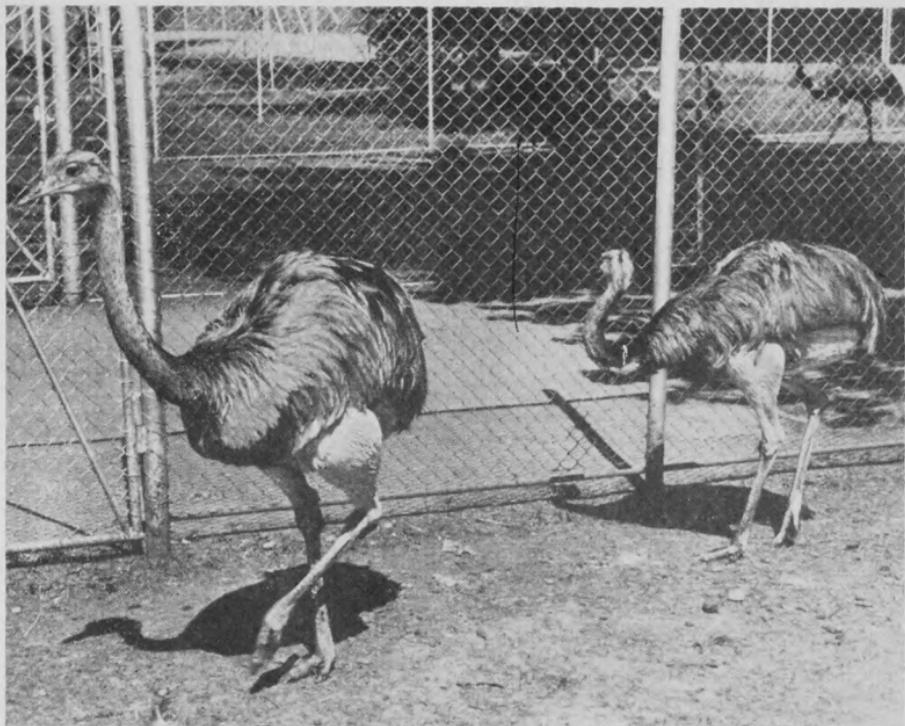
Equally active and attractive are the pair of Northern Otters from the Yukon. Normally an energetic animal they certainly enjoy "playing to the gallery." Their menu covers a wide range including fish, frogs, worms, insects, and eggs.



Nucleus of a children's zoo.

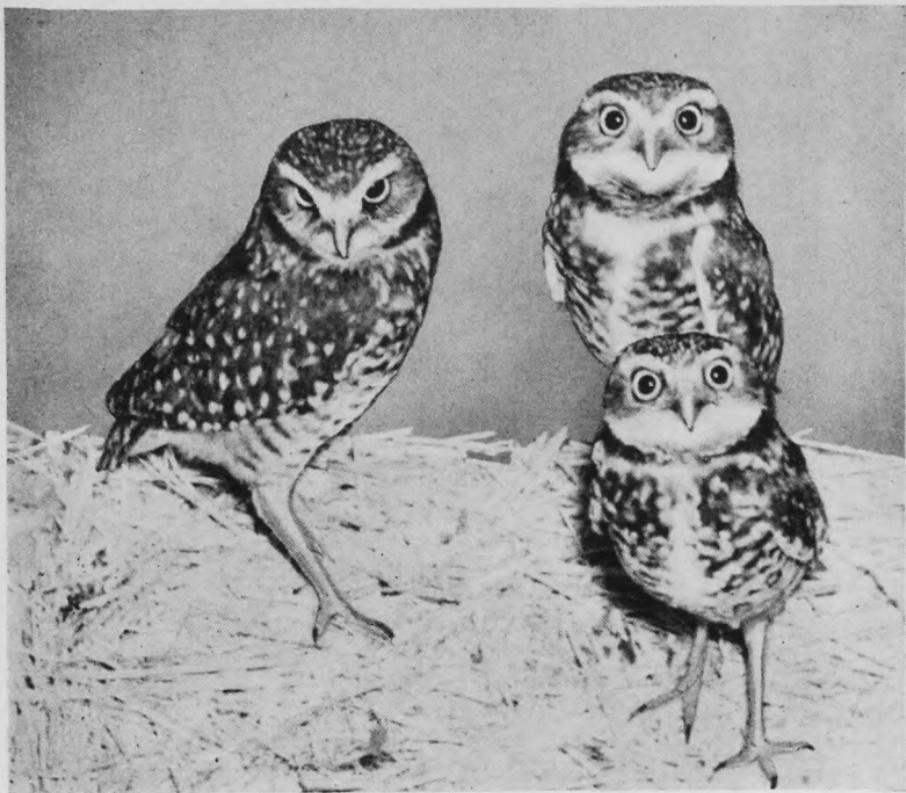


A proud Calgarian.



Rheas take a morning stroll.

Rheas, sometimes called the South American Ostrich are native to the vast open Pampas of South America. While it has some resemblance in build and habit to the ostrich it has three toes and a feathered head and neck, is much smaller and lacks the white wings and tail plumes of the ostrich. When hunted they use one wing as a sail and can outrun both horses and dogs. One method of capture is with "Bolas" which consist of two stones tied together with a leather thong. This leather is thrown around animals legs thus bringing it to the ground. Also to be seen are a trio of Emu from Australia.



Burrowing Owls take an above ground inspection.

Burrowing or Billy Owls are odd little birds around which has grown the myth that they live in friendly harmony with Prairie dogs and Rattlesnakes; actually it is not friendship that keeps them in the vicinity but rather a desire to have baby Prairie dogs handy for their dinner. These owls are found throughout the Great Plains but are rare in Alberta.

We are proud of our peafowl, of which we have some 20 odd in number. Peacocks with their long, handsome tail feathers, marked with iridescent, eyelike spots come from South East Asia.

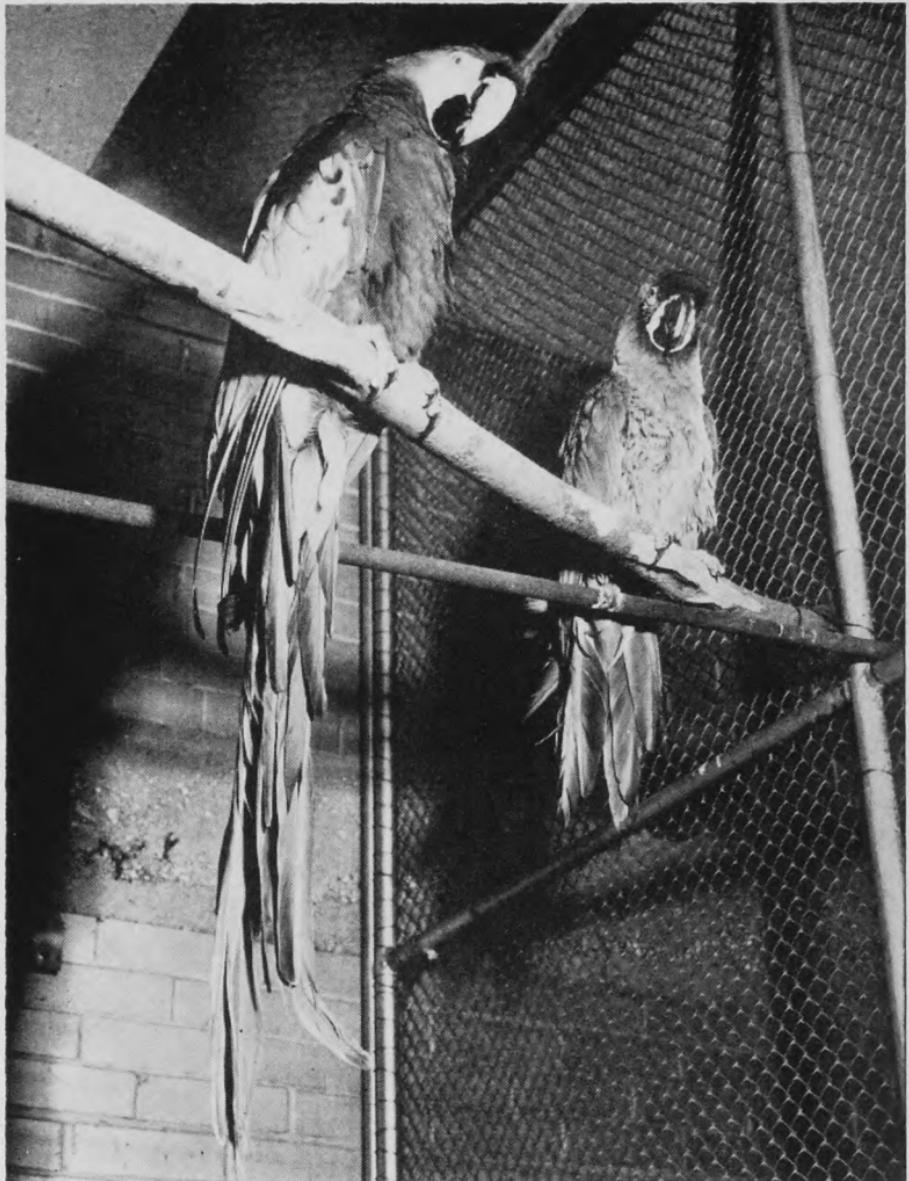
In this group are 25 varieties of pheasants, partridge and quail.

Pheasants are an Old World game bird with brilliant feathers. We have the Golden, Lady Amherst, Reeve, Swinhoe, Manchur-

ian, Kaleege etc. Less brilliantly colored are the Formosan, Ring-neck, Mongolian and Mutant.

Quail, Valley, Bobwhite etc. are native to the Southern part of North America.

Also to be seen are twenty varieties of pigeons and doves which are always an attraction. Doves belie their reputation as harbingers of peace as being extremely spiteful of each other.

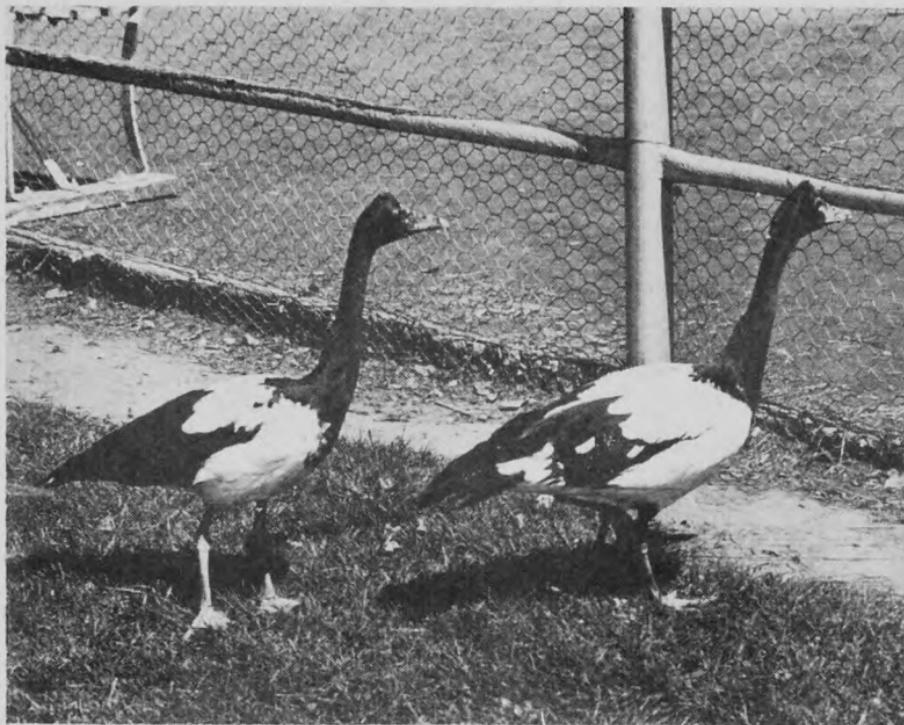


Psittacine, or parrot-like birds are represented by the beautiful Blue and Yellow, Red and Blue and Military Macaws, the first two being native to Central America and the last named coming from Brazil.

Also to be seen are various parrots from Central and South America.

Australia is represented not only by various species of Cockatoos but also by numerous Budgerigars—often wrongly termed Love Birds—of various colours.

True Love Birds that are native to Africa are also represented.



Semi-palmated or Magpie Geese from Australia.

Our waterfowl collection consists of some forty varieties.

Swans are large and graceful with a long neck. Probably the most striking are the Black from Australia and the White Mute from Europe which are similar to our native Whistling swans which are also to be seen and the European Whooping swans.

Among the geese are African, Chinese, Egyptian, and Gray Lag, from which domesticated geese originate.

Native geese include Canada, Cackling, Blue, White Fronted, Snow and the rare Ross.

As well as many native varieties, such as Mallard Pintail, Red Head, Teal, etc., our duck collection includes the Pekin from China, Rouen from France, and the Muscovy from Brazil, whose eggs take 36 days to hatch as against 28 days for most varieties.

Numerous White Pelicans and Double Crested Black Cormorants are raised annually and draw considerable interest by their poor "table manners."

FIGHTING FOR LIFE IN THEIR WILD STATE

Wild life, in its fight for existence, must obtain sufficient nourishment, find shelter and protection from the elements and predators that would destroy it. A few examples of what some of our "guests" would choose as diet in the wild, and also some of their enemies are:

Species	Wild Diet	Enemies
African lion,	zebra, antelope	none when mature
Monkeys,	fruits, seeds, vegetation	jaguar, eagles, owls
Deer,	foliage, grass	puma, wolf
Pronghorn,	grass, wild plants	coyote
Moose,	aquatic plants, browse	grizzly, wolf
Wolves,	deer, rabbits	none when adult
Coyotes,	rabbits, mice, domestic stock	none when adult
Black Bear,	fruit, fish, carrion	grizzly bear
Grizzly bear,	mammals, fish, carrion	none when adult
Polar bear,	seals, walrus, fish	none when adult
Raccoon	frogs, fish eggs, mice, berries	fisher, otter
Squirrels,	fruit, berries, vegetation	marten, fisher
Skunks,	small rodents, birds, insect eggs	fisher
Fisher,	squirrels, marten	none when adult
Marten,	squirrels, mice	fisher
Pelicans,	fish, frogs	birds of prey
Pheasants,	seeds, insects, vegetation	birds of prey

DEER - GOATS - SHEEP.

LEGEND

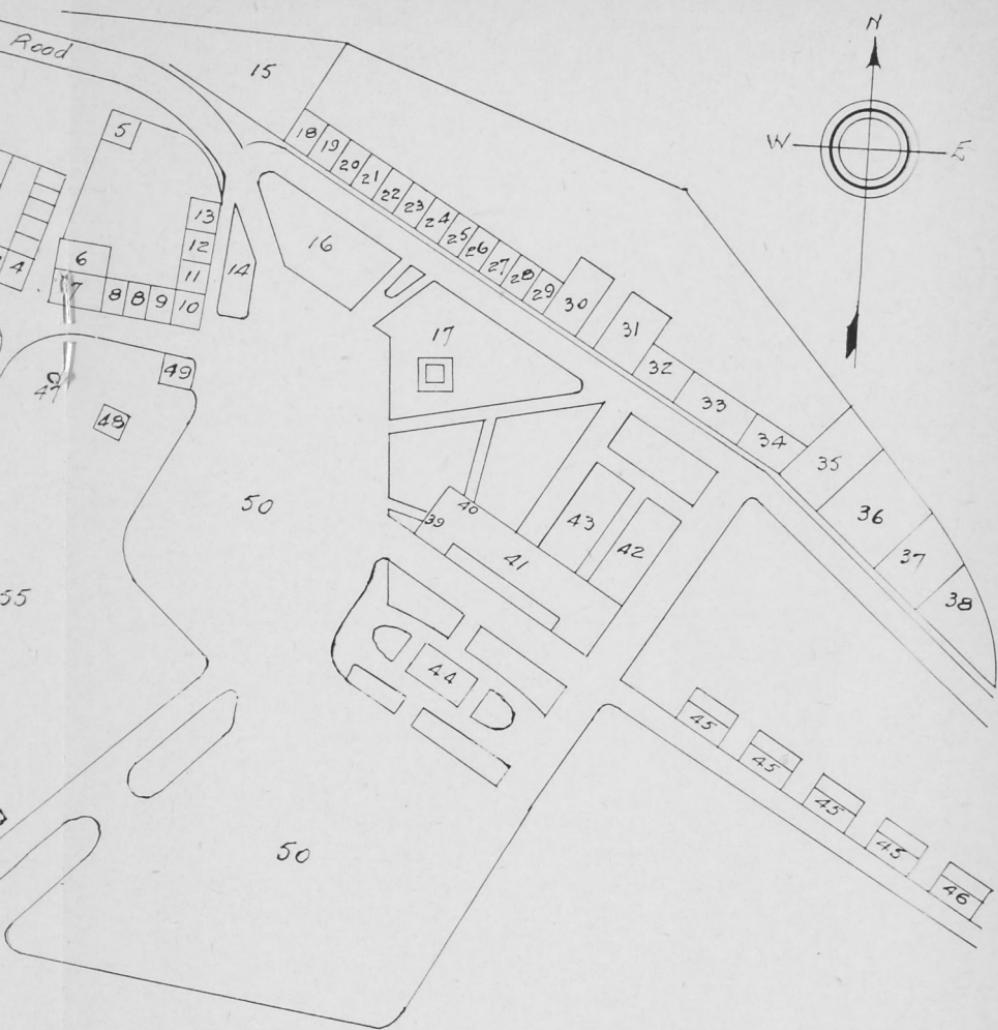
1 Emu.	26 Lions.	50 Parking Space.
2 Peccary.	27 "	51 Dinosaur.
3 Small Birds.	28 Wild Boars.	52 Prehistoric Museums.
4 Monkeys.	29 Black Bears.	53 " Reptiles.
5 Fisher.	30 Grizzly "	54 Curators Res.
6 Leopards.	31 Polar "	55 Lawns.
7 Sea Lions.	32 Pheasants.	
8 Racoons.	33 Virginia Deer.	
9 Foxes.	34 Pea Fowl.	
10 Bobcats.	35 Mule Deer.	
11 Marten.	36 Beaver.	
12 Mink.	37 Elk.	
13 Rodents.	38 Moose.	
14 White Mice.	39 Ladies.	
15 Antelope.	40 Gentlemen.	
16 Rabbits.	41 Monkeys.	
17 Geese.	42 Gibbons.	
18 Wolves.	43 Birds.	
19 "	44 Otter.	
20 Dingo.	45 Pheasants.	
21 Coyote.	46 Pigeons.	
22 Eagles.	47 Totem Pole.	
23 Lynx.	48 1 st Calgary Home.	
24 Puma.	49 Store.	
25 Bears		

BOW

Bridge

RIVER

PLAY GROUNDS.



Picnic GROUNDS.

GROUNDs.

Guide Map of St. George's Island

KULOOSE TOTEM POLE

The very fine Totem Pole adorning the main lawn was brought from Vancouver Island in 1933 through the generosity of Mr. N. J. Christie, of Calgary.

The following inscription on a Plaque alongside the Totem describes the legend appertaining to the Pole.

This Totem is known as the "Kuloose". At the top of the Pole is a bird resembling an Eagle, which is known as the "Kuloose", symbolizing the origin of the family which adopted it. Nearly all Totems have an Eagle or some other bird carved at the top, which is again symbolic of their natural element, the upper air.

This Kuloose came to earth as a bird and was transformed into a man, who was then called Hakuweela. This man wandered about for a long time seeking a mate, and finally found a woman belonging to what is now known as the Norway-akay or Cape Mudge Band. He found her at the extreme end of Vancouver Island at a place called Cukwakileese. They married and had children.

Hakuweela was warned in a dream to be on his guard always at low tide, and every night, when the tide was low, he would go out and watch. One night he saw this something which seemed to be on fire. When he saw this he ran into the house but heard lots of noise outside. When he went out, the noise stopped, but the log which seemed to be on fire was standing outside his house, and looking out to sea, he was surprised to see a canoe full of people. Seeing that they had brought him fire, he thanked them and they told him there was a nest on the top of a tree which he was to use as a place of refuge, for some people were coming to make war on him. Then to his surprise the canoe turned into a Whale and swam off.

The Whale is seen on the Totem.





Calgarians first house, built in 1883.

Calgary's First House

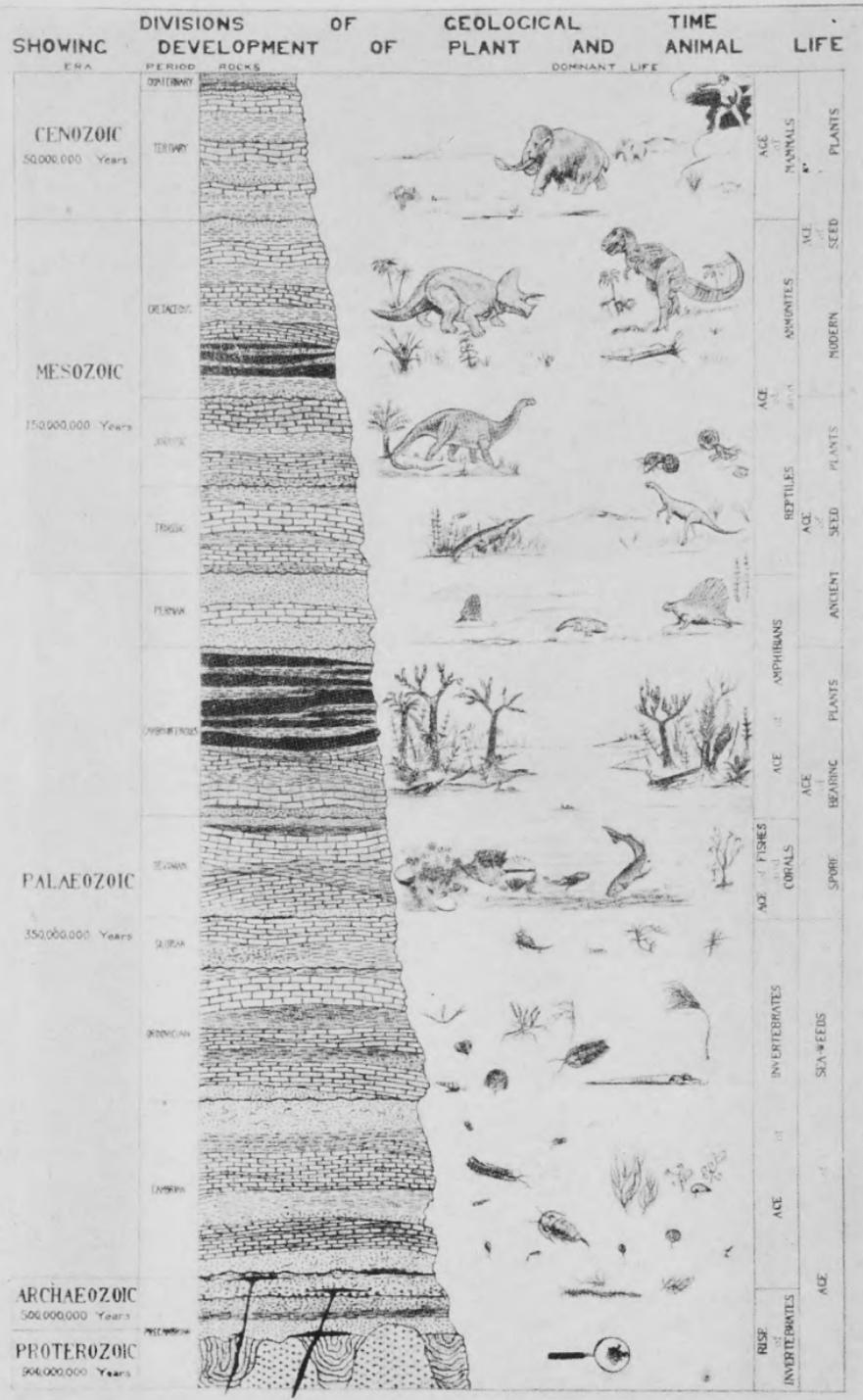
Alongside the Totem Pole will be found the first permanent structure of the original townsite of Calgary. At one time this cabin was occupied by Archibald McVitie, Land Surveyor for the Dominion Government in 1883. In 1933 the cabin was brought to its present location and restored by Mr. J. B. Cross in memory of his father A. E. Cross.

Not long after a war party attacked him, knowing that he had lots of food. But when he and his family saw the enemy coming, they climbed on top of the nest, carrying huge stones with them, using a ladder made of cedar bark rope. When their enemies attacked them, they threw the stones down on top of them and conquered them. After this when he was doubtful of what to do, he would have a dream in which the tree would tell him what to do.

On the Pole there is also a Raven. It is a bird belonging to the Wewayakay Band, and it told him whatever was going to happen and warned him when the flood was coming.

An Interesting Geological Study

Showing the Five Eras and corresponding types of formations together with animal and plant life.



Method of Construction of Life-Sized Dinosaur Models in St. George's Island Park, Calgary.

It cannot be over emphasized that with the exception of colour, which is largely a matter of conjecture, all details are absolutely accurate.

These models are based on the findings of world famous PALEONTOLOGISTS.

After the bones are excavated, classified and placed in position, a scale model is constructed, and this model is usually 12 inches to 20 inches long. When a suitable location is decided on, pegs are placed in the ground, where feet, head, tail, etc., will appear. Concrete foundations for feet are next constructed, iron reinforcing rods are sunk in these, such rods protruding above the ground, and other rods attached to them and fabricated to approximate shape of the specimen. Next, metal lath is attached to these rods to give more definite shape and substance to model. Concrete is then placed both in and outside frame, until model gradually takes its correct form.

Following this, head, tail, toes, etc., are added and finally muscles and outer covering are plastered on, and paint coat applied.

As mentioned above, colour is a matter of doubt, but it is assumed to be either bright camouflage, e.g. the giraffe, or a dull unobtrusive colour, e.g. the elephant.

Credit for these models is due to many people, but no few notes on this unique exhibit would be complete without mention of:

Mr. C. M. Sternberg, National Museum, Ottawa, one of the world's outstanding Paleontologists.

Dr. Barnum Brown, of the American Museum of Natural History, New York.

Dr. L. S. Russell, Curator, Toronto Museum.

Dr. W. E. Swinton, British Museum.

Dr. Charles Gilmore of the U.S. National Museum, Washington, D.C.

Mr. Charles Biel, Banff, Alberta.

Mr. John Kanerva, of Calgary, was responsible for the construction of the life-size models.



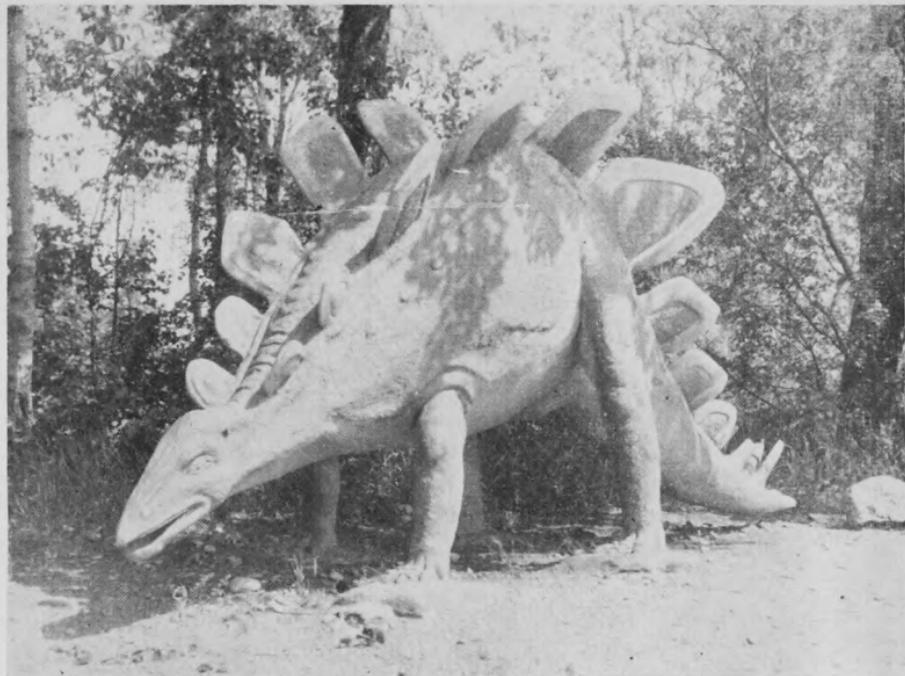
Our Brontosaurus — the biggest thing in town.

Alberta has possibly the world's most abundant remains of giant lizards who roamed the marshy shores of a tropical sea many years ago. Calgary has the only Park in America where approximately 30 life sized models of these can be seen.

The largest of all Dinosaurs is the Brontosaurus a vegetarian and marsh dweller. In natural life he would weigh as much as 65 tons. One hundred and twenty tons of material was used in the construction of this model.

The Stegosaurus, a plated lizard, has the doubtful distinction of having the smallest brain of all the dinosaurs. Another plated lizard is the Palaeoscincus, remains of which have been found East of Calgary.

Others to be seen are the Chasmosaurus, a horned dinosaur, remains of which have been found at Steveville, Alberta and Protoceratops from the Gobi Desert, a species which has long confirmed the theory that dinosaurs laid eggs. Some of the eggs were found in the Gobi Desert, unbroken, in 1922.



The Stegosaurus has the doubtful honor of having had the smallest brain of all the Dinosaurs.

The reptile group consist of Casea, Naosaurus and Dimetrodon. Nearby are the Comsognathus, a small type flash eater, and two specimens of Hypsilophondon or Flying lizards and the Ceratosaurus, a giant carnivora, that preyed on the unprotected herbivorous dinosaurs such as the Styracosaurus.

Other models are the giant Duckbills, Corythosaurus and Parasaurolophus Dinosaurs. Representatives of a later era are the early mammals including Eohippus and Mesohippus and still later, the Mammoth.

It is a tribute to the planning and skill that went into these replicas that after over twenty years little criticism is heard as to their accuracy and the fact that they are still all structurally sound.



Reptile Group Beside the Lagoon

PUBLICITY

Publicity is the life blood of such a park as ours hence it is only right that grateful acknowledgment should be made for the wonderful support we receive in this connection. Each year, the Calgary Herald and Albertan publish hundreds of news items usually accompanied by photographs of various aspects of the park. Our local radio stations are generous in their support. Our colour film "A Day In Your Zoo" made by members of the Calgary Amateur Motion Picture Club is shown to thousands annually. Many thousands of car stickers, pamphlets and guide books are distributed annually. The Provincial School of Technology and Art give valuable assistance in publicity and upwards of fifty thousand of the many hundreds of thousands of visitors take the opportunity to sign our guest register.



This Fossil House demonstrates the five eras of life.

Fossil House No. 1 contains an almost complete skeleton of a duck-billed Dinosaur. This skeleton was unearthed by Charles Sternberg, noted paleontologist of the National Museum, Ottawa. There are numerous bones of various Dinosaurs as well as exhibits of fossilized fish and plant life.

Fossil House No. 2 demonstrates the five eras—Archaeozoic, Proterozoic, Palaeozoic, Mesozoic, and Cenozoic. A window is devoted to fossilized remains of each era.

Study of the Fossil Houses in conjunction with the life sized models is, we believe, an interesting and accurate manner in which a layman can study the world as it was many thousands of years ago.

Coming back to more modern times Fossil House Number Two also contains maps and charts showing the connection between these early Eras and our present natural resources.

Life Size Models of Dinosaur and Other Extinct Animals in St. George's Island Park

1. **NAOSAURUS**—Known range Canada and U.S.A. Geological time Permian, approximately 200 million years ago. Weight 1000 pounds, length 9 feet, height 3 feet. Food habits carnivorous. Medium sized with, like others of this group, a huge bony "sail" rising from its spine.
2. **DIMETRODON**—Known range Southern U.S.A. Geological time Permian, approximately 200 million years ago. Weight 800 pounds, length 9 feet height 3 feet. Food habits omnivorous. Reptile group. Name recalls the creature's type of teeth, long tusks in front, short cutting teeth behind.
3. **CASEA**—Known range Southern U.S.A. Geological time Permian, approximately 200 million years ago. Weight 800 pounds, length 8 feet, height 2 feet. Food habits omnivorous. Reptile group, very similar to the Dimetrodon.
4. **HYSILOPHODON**—Known range Isle of Wight and England. Geological time Cretaceous, approximately 100 million years ago. Weight 200 pounds, length 5 feet, height 2 feet. Food habits herbivorous. Could probably climb trees using its tail as a balance. Thescelosaurus, a closely related species, is found in Alberta.
5. **STEGOSAURUS**—Known range U.S.A. and Alberta. Geological time Jurassic, approximately 130 million years ago. Weight 2 tons, length 24 feet, height 6 feet. Food habits herbivorous. Reptile group. Has the doubtful distinction of having had the smallest brain for its size, of all Dinosaurs.
6. **STYRACOSAURUS**—Known range Montana and Alberta. Geological time Cretaceous, approximately 65 million years ago. Weight 5 tons, length 16 feet, height 6 feet. Food habits herbivorous. A mild-mannered vegetarian whose horns, spine, and collar, were mere camouflage. Even the huge beak was used merely to cut foliage for food.
7. **CERATOSAURUS**—Known range Western U.S.A. Geological time Jurassic, approximately 130 million years ago. Weight 8 tons, length 20 feet, height 10 feet. Food habits carnivorous. Built for speed.
8. **PTERODACTYL**—Known range Central Europe. Geological time Cretaceous, approximately 70 to 130 million years ago. Weight 30 pounds, length 2 feet, height 18 inches. Food habits omnivorous. One finger of fore limb elongated to support a bat-like membrane. Some species probably good fliers, others could only glide. Found in Bavarian slate quarry.
9. **BRONTOSAURUS**—Known range Western U.S.A. Geological time Jurassic, approximately 130 million years ago. Weight 120 tons, length 90 feet, height 34 feet. Food habits herbivorous. Largest land creature known. May have laid eggs in sand or hatched eggs in body. Called "thunder lizard" as it is suggested it shook the earth when it walked. Lived on plants as no grass then existed.
10. **COMPSOGNATHUS**—Known range Bavaria. Geological time Upper Jurassic, approximately 125 million years ago. Weight 100 pounds, length 3 feet, height 1½ feet. Food habits carnivorous. Light limbed, scaly skin, graceful build. Lived on small reptiles.

11. PROTOCERATOPS — (Primative horned face). Known range Mongolia. Geological time Cretaceous, approximately 70 million years ago. Weight 800 pounds, length 8 feet, height 2½ feet. Food habits herbivorous. The only complete Dinosaur eggs ever found are those of Protoceratops. Belonged to a horned group but had no horns.

12. CHASMOSAURUS BELLi — Known range Alberta. Geological time Cretaceous, approximately 65 million years ago. Weight 3½ tons, length 17 feet, height 6 feet. Food habits herbivorous. Low slung, 3 horns and protective shield attached to skull.

13. TITANOTHERIUM — Known range West North America. Geological time Oligocene, approximately 35 million years ago. Weight 4 tons, length 8 feet, height 7 feet. Food habits herbivorous. Once roamed North America much as the bison did, millions of years ago. Name means giant beast, somewhat related to rhinoceros.

14. GRYPOS AURUS — Known range Alberta. Geological time Upper Cretaceous, approximately 70 million years ago. Weight 4 tons, length 30 feet, height 14 feet. Food habits herbivorous. Belongs to duck-bill dinosaurs. Bony growth from back of head was a singular feature, a development the use of which is unknown.

15. PALAEOSCINCUS — Known range Alberta, Montana and Europe. Geological time Upper Cretaceous, approximately 65 million years ago. Weight 4,000 pounds, length 16 feet, height 4 feet. Food habits herbivorous. Like a huge turtle, completely encased in bony scutts. Tiny brain.

16. CORYTHOSAURUS CASUARIOS BROWN* — Hooded duck-bill dinosaur, known range Alberta. Geological time Upper Cretaceous, approximately 70 million years ago. Weight 4 tons, length 30 feet, height 10 feet. Food habits herbivorous. Good swimmer, probably fed under water, had elongated looped nasal tubes extended into hood.

17. EOHIPPU S — (Dawn horse). Known range North America. Geological time Eocene, approximately 50 million years ago. Weight 40 pounds, length 22 inches, height 18 inches. Food habits herbivorous. Feet splayed, four small toes in front feet and three behind. Lived in swampy area. Teeth low crowned for eating soft vegetation.

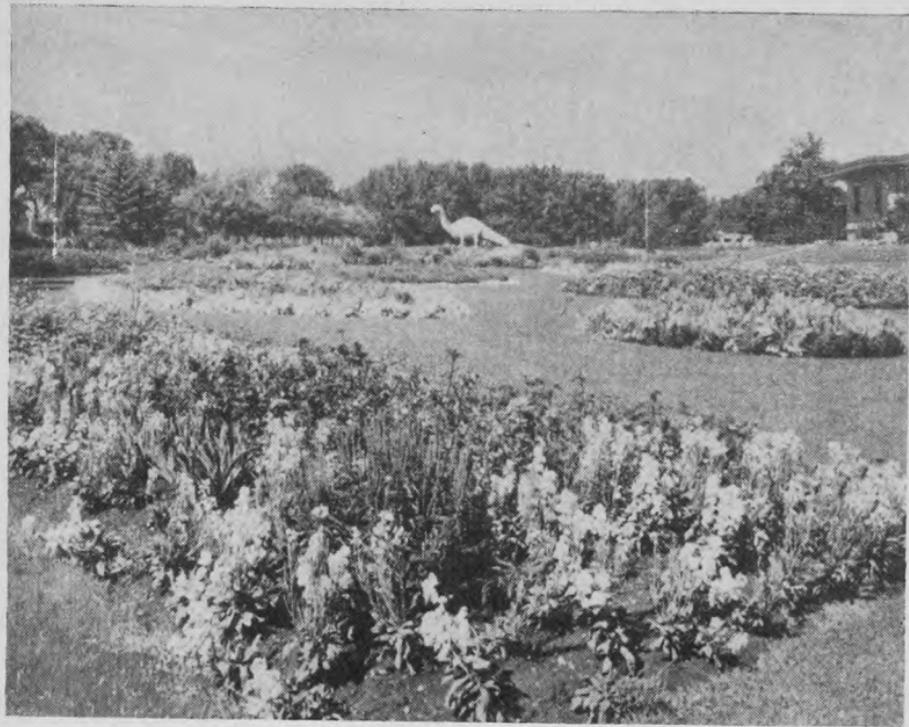
18. MESOHIPPU S — (Three toed horse). Known range North America. Geological time Oligocene, approximately 35 million years ago. Weight 150 pounds, length 3 feet, height 2 feet. Food habits herbivorous. Three toes on each foot, centre toe the largest. Limbs developed for speed. Crowns of teeth high to permit eating tougher vegetation.

19. HAIRY MAMMOTH — Known range North America and Siberia. Geological time Cenozoic, approximately 10 thousand years ago. Weight 4½ tons, length 15 feet, height 10 feet. Food habits herbivorous. Existed along with early man in colder parts of the Northern Hemisphere. Some complete skeletons have been found frozen in ice in Siberia and Alaska.

20. GORGOSAURUS — Very similar to Tyransaurus Rex, geological time Jurassic. Approximately sixty million years ago, weight four tons, length thirty-four feet, height four feet. Food habits carnivorous. Very short front feet, this creature probably lived on carrion hence such feet, talon-like claws and sharp teeth would be useful in pulling such food to pieces.

Numbers correspond to number on placques adjacent to models in Park.

* In No. 1 Fossil House will be found the actual fossilized bones of a Corythosaurus.



Main lawn looking west.



Mural on No. 1 Fossil House.

A Beautiful and Educational Park

Calgary is justly famous for its beautiful floral parks and natural beauty spots, and of these St. George's Island Park seems to be the most popular with the public. Situated on the confluence of the Elbow and turbulent Bow rivers, it is a constant attraction for thousands of people each year.

St. George's Island is the ideal family park, with the many activities sponsored here during the season, including picnics, sporting events, and motion pictures which are shown by the National and Provincial Safety Councils. In addition to this, the spacious lawn, colorful floral displays, and the shady trees and shrubs are a visual feast to both amateur, professional or novice horticulturists. Another feature of this 40-acre island park is the recreational area, which provides a wading pool, built by the Calgary Kiwanis Club, and swings and teeters, where the children can enjoy themselves to their hearts' content. This recreation area is supervised by Parks Department employees during the summer months, and here children learn many interesting hobbies, including both handicrafts and sports.

Being situated within walking distance of the downtown area, and easily accessible by trolley bus, it is an asset to Calgary citizens and tourists alike.

On entering this unique park, one is immediately impressed by the grandeur of the stately old trees and the life-sized models of Dinosaurs surrounding the "Fossil Houses". The Zoo is of course an endless source of delight to adults and children, with its many and varied specimens of wild life, from the mighty king of the beasts to the meek white mouse.

A driveway encircles the entire island, permitting one-way traffic only. Many of the outstanding and unusual features can be seen by taking this circle tour around the park.

In conclusion, I would like to say that a day spent in this lovely park is not only one of pleasure and thrills, but one of great educational value as well.

A. MUNRO, Superintendent,
Parks and Recreation Department.

Other Canadian and American Zoos

Many are world famous, others quite small. At each however, we feel you will find much of interest, for instance, the Zoo at Vancouver is one of the smallest, yet it contains 3 species that cannot be seen alive in any other Zoo.

ATLANTA	MOOSE JAW
ALBUQUERQUE	NASHAU (N.A.)
BALTIMORE	NEW YORK
BOSTON	NORRISTOWN (Pa.)
BRANDON	NEW ORLEANS
CATSKILL (N.Y.)	OKLAHOMA CITY
CHICAGO	OAKLAND (Calif.)
CLEVELAND	PHILADELPHIA
CINCINNATI	PITTSBURGH
COLUMBUS (Ohio)	PORTLAND (Ore.)
DALLAS	PUEBLO
DENVER	QUEBEC
DETROIT	RACINE (Wis.)
EL PASO	RAPID CITY (S.D.)
EVERETT (Wash)	ROCKFORD (Ill.)
EDMONTON	SACRAMENTO
FORT WORTH	SAN DIEGO
FRESNO	SALT LAKE CITY
GRANBY, P.Q.	SAN ANTONIO
GRAND RAPIDS	SEATTLE
HOUSTON	SAN FRANCISCO
JACKSONVILLE	SHEYBOYGAN (Wis)
KANSAS CITY	ST. LOUIS
LITTLE ROCK	ST. PAUL
LANSING	TACOMA
LOS ANGELES	TOLEDO
MADISON	TORONTO
MEMPHIS	TULSA
MILWAUKEE	VANCOUVER
MINOT, N.D.	WINNIPEG

For those who are interested in Dinosaur Models we advise a visit to Rapid City, S.D.

GET THE ZOO HABIT — When you call at Information Bureaus always ask, WHERE IS YOUR ZOO?



UNITED IMPERIAL CABS

113 - 7th Avenue East

CALGARY, ALTA.

We, the above, make it possible by means of a general drive, covering industrial and residential areas including a twenty-minute stop at the Zoo, to enjoy the efforts of the Zoological Association of Calgary. Phone the following numbers for quotation:

66222 — 22244 — 22233

To the many firms and individuals who have contributed so generously by means of food-stuffs, cash donations, labour and specimens, your Calgary Zoological Society wish to tender their sincere thanks. We freely acknowledge that, without these contributions, the steady progress of our Zoological Garden would never have been possible.

In a genuine spirit of co-operation, the
Advertisers shown in this Publication
together with those undernoted have
enabled the CALGARY ZOOLOGICAL
SOCIETY TO PRINT THIS BOOK.
THE SOCIETY'S GRATEFUL THANKS
ARE EXTENDED TO THEM ALL.



ALBERTAN PRINTERS

FORD MOTOR CO. OF
CANADA LTD.

ALL CANADA RADIO
FACILITIES LTD.

Ford Monarch Division

OHIO OIL CO.

BEAVER LUMBER

PALM DAIRIES LTD.

CHINOOK BUILDING
SUPPLIES LTD.

PAN WESTERN OILS LTD.

C. J. CAMPBELL LTD.
INSURANCE

SEABOARD OIL CO. OF
DELAWARE

CHESNEY HARDWARE

SEARLE GRAIN CO. LTD.

CUANE LIMITED

SOCONY-VACUUM OIL
& EXPLORATION

FAIRLEY'S MEAT
MARKET LTD.

SUNNYSIDE AUTO BODY
WORKS

UNITED TRAILER CO.
LTD.

Performance
Beyond
Compare



Petroleum
Products

Canadian Oil Companies Ltd.

Poole Construction Co. Ltd.

GENERAL CONTRACTORS & ENGINEERS

2402 - 2A STREET S.E. — CALGARY



*Your Favorites
for all occasions*

CHICKEN LICKEN
and
TURKEY LURKEY

The Bay is proud to support the Calgary Zoo
—the finest in Canada

Hudson's Bay Company
INCORPORATED 27th MAY 1670

Congratulations to the Calgary Zoo

MODEL DAIRIES

308 - 17th Avenue West

UNIVERSAL
SALES & SERVICE LTD.

MERCURY LINCOLN METEOR

CALGARY - 5th Ave. & 1st St. W. - ALBERTA

FOR **YOUR** PET --- BETTER GET
DR. BALLARD'S



FLOWERS from

TERRILL'S

mean so much

809 - 1st Street West

23812

26352

A. B. CUSHING MILLS LTD.

LUMBER — BUILDERS' SUPPLIES

"MASTERBILT" MILLWORK

The DARI-RICH

for Ice Cream and Milk Shakes

118 - 10th Street N.W.

C. L. Brown

Heating & Plumbing Ltd.

STRAD Plastic Wall Tile — Free Estimates

2042 Tenth Avenue West, Calgary

Phones: 445604, 443508

The WILLSON STATIONERY -COMPANY- LIMITED

323 - EIGHTH AVE. WEST

Complete Office Outfitters

Legal and Manufacturing Stationers

MERRILL PETROLEUMS LIMITED

AND

CASCADE DRILLING COMPANY LIMITED

510A - Eighth Avenue West, Calgary

Phone 694301

"HOME OF BETTER BUILDING SUPPLIES"

ALBERTA LUMBER Co. Ltd.

418 - 3RD AVE. EAST

62975

24952

CAMBOURNE MOTOR COURT



"THE BEST IN THE WEST"

5226 Macleod Trail

CALGARY

Phone 30821

PORTABLE WELDERS CO.

Bill Hindes

Specializing in

PORTABLE WELDING ONLY—ELECTRIC AND ACETYLENE

No Job Too Large, Too Small, or Too Far!

Water Tanks Repaired Without Removing

HISCOX WEST END GARAGE

Phone 25975

1209 5th Street West

Res. Phone 44477

Furs
her fondest dream!

..... and one which can become a
beautiful reality.

All the wanted Fur Coats, Capes and
Chokers are available at Thomas Pain's,
who will personally help you select your
fur coat.

Your guarantee of fur perfection has been
gained through strict adherence to a
policy of **QUALITY** and **FINE STYLING**
for the past 44 years in Calgary.

THOS. PAIN
FURRIERS Established 1910 **LIMITED**

HIGH CLASS MANUFACTURING
FURRIER

131 Eighth Avenue West (Pain Block)



Prudential Trust Company Limited

508 Eighth Avenue West, Calgary, Alberta

TRUSTEE - EXECUTOR - ADMINISTRATOR
TRANSFR AGENT and REGISTRAR

G. D. ASH
Branch Manager

Phone
692531

CALGARY BUILDERS' SUPPLIES LTD.

PLASTER SUPPLIES

2402 - 10th Avenue West

Phone 440741

Chevrolet

IS FIRST & FINEST!

GENERAL SUPPLIES

LIMITED

ROCKET AHEAD WITH

Oldsmobile

Compliments of

Town & Country FOOD CENTRE



© REDDY KILOWATT
Your Electric Servant

*Helping to
Build a
Better
Alberta*



CALGARY POWER LTD.

* SERVING ALBERTA *

CURWEN'S QUALITY LOW COST HOMES

2012 - 10th Ave. West Phone 442344 - 445024

EVERY SPORTSMAN

who hunts or fishes should be a member of

Alberta Fish and Game Association



CONSERVE AND ENJOY YOUR WILD LIFE

L E W I S

STATIONERY COMPANY LTD.

"Everything for the office"

532 - 8th Avenue West

Calgary, Alberta

FOR ALL BUILDING REQUIREMENTS

PATRONIZE

Revelstoke Sawmill Company Ltd.

Stockyards — East Calgary

55651

55652

55653

PACIFIC PETROLEUMS LTD.

700 Petroleum Bldg.

Calgary

Alberta



• MEALS • LUNCHES

• NIPS • CHIPS

GOOD FOOD

COURTEOUS SERVICE

4505 Macleod Trail Ph. 33162

The English Shop

A. MacDONALD ROBERTSON

138 EIGHTH AVE. EAST

CALGARY, ALTA.

DIRECT IMPORTERS
LADIES' AND GENTLEMEN'S WEAR



Clothes of quality Tailored and Styled by Expert
Craftsmen in the English Tradition



WHEN IN VANCOUVER VISIT OUR SHOP ACROSS
FROM THE HOTEL VANCOUVER
"ALWAYS THE FINEST IN QUALITY"

YOU CAN DEPEND ON

ZELLER'S

RETAILERS TO THRIFTY CANADIANS

FOR
DEPENDABLE QUALITY — THRIFT PRICES
EFFICIENT SERVICE
Goods Satisfactory or Money Refunded
338 - 8th Avenue West

Calgary's Finest!

The Palliser

A CANADIAN PACIFIC HOTEL



ROYALITE OIL

Company Limited

HEAD OFFICE — CALGARY

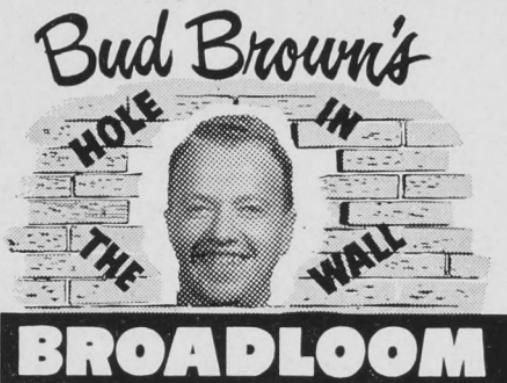
Creations by CAMPBELL'S

are winners in Calgary

CAMPBELL FLORAL

SEEDS & NURSERIES LTD.

321 Seventh Avenue West

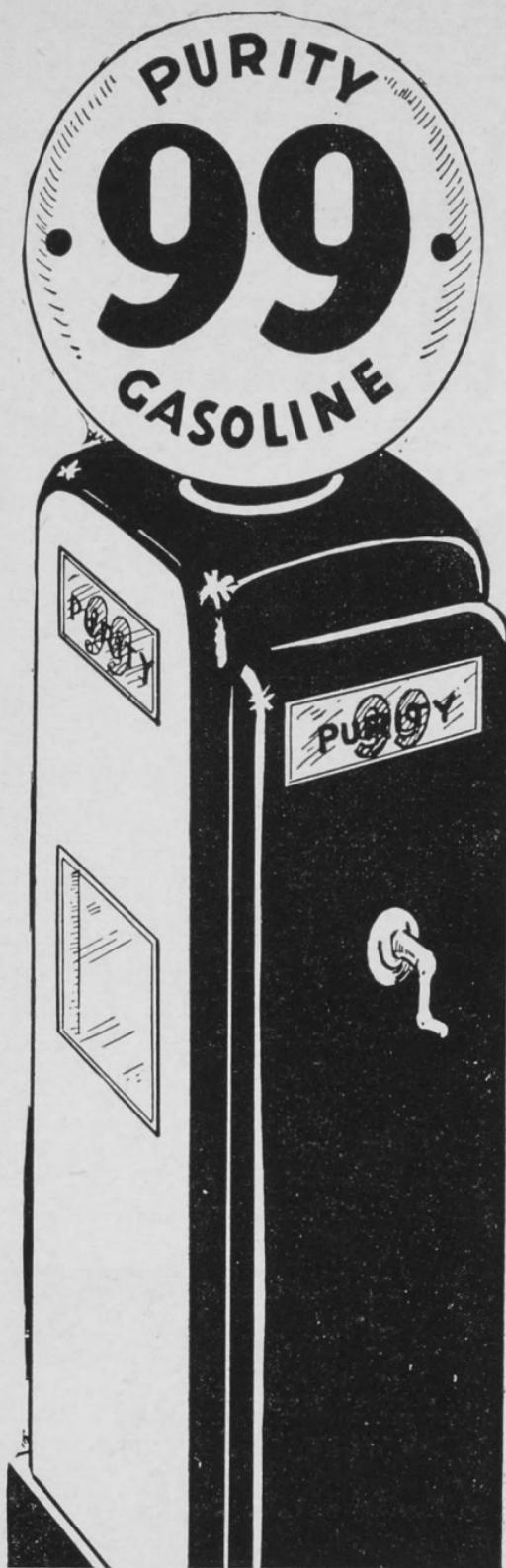


Fred Deeves & Son Ltd.

1314 - 17th Ave. West — Phone 41074

HEATING AND AIR CONDITIONING
SHEET METAL WORK

Dealers for Chrysler Airtemp Heating and Air Conditioning



The Finest
Gasolines
and
Lubricants

at the Sign
of the **99**



**It's the little
things that count**

When it comes to good all-around automobile service it's the little things that count. That's why we emphasize thoroughness in every job we do. You'll soon find this out after we've had a chance to care for your car.

**Where Good
Service Costs
Less . . . !**

So friendly
to thirst...



**BIG
ORANGE**

BUY THE HANDY CARTON *Today*

**CALGARY BREWING AND
MALTING CO. LIMITED**

Congratulations to the Calgary Zoo

•

Welcome Visitors to Alberta

Drive carefully and enjoy a sunny holiday

BE SURE YOU VISIT

- WATERTON
- BANFF
- JASPER
- LAKE LOUISE
- THE BADLANDS
- PEACE RIVER
- ALBERTA OIL FIELDS

•

Department of Economic Affairs

HON. A. J. HOOKE

Minister

RALPH R. MOORE

Deputy Minister



The Albertan Printers Ltd.